

Great organ plays at 9, 11, 11:55 and 4:50  
Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# There is No Doubt About the Public's Acceptance of This Wanamaker Platform

It is a Pity for Any One to Not Have Anything to Do or to pick up any old thing to occupy our time from an occasional impulse.

To find out what we are qualified to do and to let our life be a constant flame burning its way through every obstacle as though nothing could be done without us and as if everything depended upon our throwing ourselves entirely into the work with all the power we can command—that was the way Theodore Roosevelt did things.

Poor politics and constant delays will never bridge the Delaware River.

(Signed) *John Wanamaker*

June 10, 1920.

## Women's Voile Frocks—Plain and Printed

Cotton voiles, cool and pretty and serviceable. The styles in printed voiles are trimmed with solid-color pleatings or white pipings or bindings; the styles in solid colors are often trimmed with organdie. Some of the prettiest of all are the delicate green or coral colored frocks with chalk beads and hand-drawn work, or the white frocks with black embroidery.

Prices are \$18.50 to \$47.50, and the 20 per cent deduction makes them very moderate.

(First Floor, Central)

## Glistening New Taffeta Dance Frocks for Young Women—\$35

Each little frock has the long bodice and quaint ruffled skirt for which there is such a vogue just now.

And the colors are enchanting! Orchid, delicate blues, shell pink, maize and black and white.

Airy tulle over the shoulders, fluttering silver ribbons at the belt and a cluster of gay posies at the waist finishes them.

And when you reckon the 20 per cent deduction they are most reasonably priced, indeed.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Lovely New White Sports Satin Skirts for Young Women—\$28.75

It is such skirts as these you will see at the shore this summer, on country club piazzas and at the resorts—smart, gleaming white wash satin skirts.

They are in box pleated style, with wide girdles, trimmed with pearl buttons.

The waist measures are from 25 to 29 inches; the lengths go from 53 to 58 inches.

Yes, the 20 per cent deduction comes off, too.

(Second Floor, Chestnut)

## Japan Keeps on Sending Those Good Cotton Crepes

There are some more of the plain colored ones in for tomorrow and they are exactly what women have been asking for to make into morning tub dresses, smocks, negligees, men's shirts and children's clothes.

Plain colors, soft finish, especially nice at 50c a yard and also at 60c and 85c a yard. Pretty hairline stripes of white on colored grounds, 75c a yard, and fancy stripes at 75c a yard. All are 30 inches wide and all are subject to the 20 per cent deduction.

(First Floor, Chestnut)

## Never Too Warm for Coats and Capes Like These

New and very good looking mohair dust coats for motoring, train or trolley trips. They come in navy blue, gray or black and are only \$16.50.

Lincene dust capes, natural color, made long and full, \$8.50. A new shipment of certain much-asked-for capes of Poirer twill, navy blue or black, with a round gathered collar of taffeta silk, fastened with cords, \$30.

There is the full 20 per cent deduction on each one.

(First Floor, Central)

## Women's Low Shoes of Unusual Style at \$6

And when you deduct 20 per cent from that you get really remarkable value.

Black and tan calf-skin oxfords and pumps with imitation wing tips and military heels.

Patent leather and black calf-skin tongue pumps with Louis leather heels.

Patent leather plain pumps with baby Louis leather heels.

Soft black glazed leather oxfords with Cuban heels.

White duck tongue pumps with covered Louis heels.

(First Floor, Market)

## 200 White Tub Skirts, Special at \$4.50, \$5 and \$6.75

Such pretty, youthful styles as they are and they are just the kind to wear with sweaters and sports coats.

All are of white gabardine and all have pockets trimmed with pearl buttons. One model has three groups of pinch tucks around the skirt and on the girdle.

Even with these little prices, there is the 20 per cent off.

(East Aisle)

CLEAN CUT and straight out, it is a declaration that prices of merchandise in general are too high, and that they can be made to come down.

The method is the offering for sale of practically everything in the Wanamaker Stores at one-fifth less than the regular market prices.

The effect has been to cause speculators in raw material to "let go" of their corners, and manufacturers in many lines to reduce their prices to the trade.

Because of what we have done here and in New York prices are coming down.

Because of what we shall continue to do, we expect them to come down still lower and to reach a basis making possible a readjustment along practically the whole line.

When we opened this campaign we had a fairly clear idea of the difficulties ahead of us. We knew there was no use beginning it half-heartedly and we did not want to do the thing insincerely. But we went ahead in good faith and now everything goes to show that we did something which has helped to restore the sounder and more tolerable conditions for which merchants and people everywhere have been longing and longing.

THE MAIN POINT IS THAT WE HAVE DONE SOMETHING REAL TOWARDS RESTORING THE PURCHASING POWER OF YOUR DOLLAR.

The stock back of this campaign is the earnest of our purpose. There never has been such a stock offered at the same deduction in prices in the history of business in America or anywhere else.

### The Warm, Rich Color of the Brown Topaz

has been very cleverly reproduced in some new imitation topaz jewelry lately arrived in the Jewelry Store. The topazes are set in some new and artistic necklaces. Some have large pendants, some have carved metal links and chains, and all are attractive. \$4 to \$14.50.

Novelty bracelets with the popular pendants—quite a number of imitation jade—are \$2 each.

Bracelets of black silk cord with fancy bangles are \$1.

(Jewelry Store, Chestnut and Thirteenth)

### Beaded Handbags at Special Low Prices

Two good styles, one with covered frame and the other with shell-finish frame. Both roomy, well-made bags in a variety of pleasing colors with a good percentage of blue, and each bag contains purse and mirror.

The covered frame style is \$16.75 and the other is \$19.50, both of which prices are much less than regular. Yet 20 per cent will be deducted from both at the time of purchase.

(Main Floor, Chestnut)

### Women's White Shoes

Plain white linen pumps, correct with most kinds of white summer clothes, may be found in the Exclusive Little Boot Shop. They have 2-inch Louis heels and cost \$10—which means \$8 with the 20 per cent deduction.

(First Floor, Market)

### Lingerie From Porto Rico

Extremely refined and simple under garments with hand-drawn work, hemstitching and a little embroidery are in the French Room.

The nightgowns are \$5.50, \$6.50 and \$7.50.

The straight chemises, \$2.75 and \$3.50.

The envelope chemises, \$3.50 and \$4.75.

(Third Floor, Chestnut)

### Cool Summer Night Gowns

Several slip-over styles of fine nainsook, with very fine embroidery and lace, tiny tucks and snail necks. \$5.50 and \$7.75.

(Third Floor, Central)

### Girls' Middy Blouses

Heavy white linens with blue linene collars, braid trimming and laced fronts, \$3.85. The same style in galatea, \$3.50.

White galatea with deep yokes lacing in front, blue linene collars and braid trimming, \$3.85.

All-white galatea slip-ons, with large collars, \$2.65 and \$3.25.

All-white galatea with plain collar and lacing in front, \$3.50.

All-white galatea with deep yokes, plain white collars and large colored bows at the necks, \$2.75.

And 20 per cent comes off every one of these little prices.

(Third Floor, Central)

## Special Sale of Stockings and Some Underwear

Stockings for women and children and half hose for men. Underwear for women.

All of it new and seasonable goods, specially purchased to such advantage that the prices are a fourth to a third below regular. In addition to that saving you get the advantage of the 20 per cent deduction at time of purchase.

### Women's Stockings

85c for full-fashioned mercerized in black and colors, "seconds."

95c for full-fashioned silk in black only, "seconds."

\$2 for full-fashioned thread silk with mercerized tops and soles, black and white, "seconds."

\$2.50 for full-fashioned thread silk with silk tops, black only, sizes incomplete, "seconds."

\$2.15 for full-fashioned ingrain silk with mercerized tops and soles, black only, first quality.

\$3 for first quality full-fashioned thread silk in black only, and second grade fancy glove silk in black and colors.

\$1.85 for fancy openwork silk in black and cordovan, first quality.

(West Aisle)

### Children's Stockings

50c for mercerized three-quarter length stockings with turnover cuffs in white and colors,

"seconds," and ribbed black cotton stockings with fashioned foot and reinforced heels and toes, "firsts."

(West Aisle)

### Women's Underwear

30c for light-weight ribbed cotton vests in 36 and 38 bust; extra sizes 35c, three for \$1.

40c for ribbed cotton vests in regular and extra sizes.

50c for ribbed lisle vests in regular and extra sizes.

65c for low-necked ribbed cotton union suits in regular and extra sizes.

(West Aisle)

### Men's Half Hose

40c for mercerized half hose in black and cordovan.

60c for silk plated in black and cordovan.

85c for artificial silk in black and cordovan.

\$1.75 for full-fashioned thread silk in black and white, "seconds."

(West Aisle)

### Waists for Large Women

Voile waists cut with the short shoulders and little collars which do so much toward making a large woman look slenderer. Three of the styles have sleeves three-quarters long and one has long sleeves, and they are all made dainty and feminine with lace.

Sizes are 44½ to 52½, and prices are \$6.85 and \$7.50—the 20 per cent to be subtracted.

(Third Floor, Central)

### Crepe de Chine From Japan at \$2.25 a Yard

If you can imagine the brilliant finish of a crepe de chine combined with the softness and sheerness of a Georgette crepe, you will have some idea of these new and very pretty silks.

We bought them in Japan "in the gray" and had them dyed in exactly the shades we wanted—navy blue, taupe, turquoise, baby blue and a great deal of flesh pink. They are 5½ momme weave 40 inches wide and subject to the 20 per cent off.

It would not be surprising if the entire importation, large as it is, should go in one day.

(First Floor, Chestnut)

### THE Hungry Moth Will Have to Go Hungry

if your furs and winter clothes are safe in the Wanamaker Fur Storage Vault. Most wise folk reckon that the small storage charge is a good investment—and one that pays large dividends in the shape of a contented mind, freedom from worry and assured safety of one's belongings!

Simply send us a postal—we'll be glad to send a wagon for whatever you wish to put away for the summer.

(Third Floor, Central)

### 100 Pieces Fine Nainsook, Special at \$6 a Piece

Most people know it as "Japanese nainsook" and it is much liked for all kinds of lingerie garments.

This is a shipment which should have arrived much earlier. It was purchased when prices were far less than they are now, in fact \$6 is less than wholesale cost today. And there is the added saving of 20 per cent off, making the price but \$4.80 a piece. It is 39 inches wide and there are 10 yards to a piece.

(First Floor, Chestnut)

### These Silk Handkerchiefs Will Make Stunning Bathing Caps

and if you wear one with a black suit the combination will be most attractive, indeed.

The squares are rich and colorful, there are bright colors as well as more subdued shades, and there are wide and narrow striped effects—and a number of the "old club" colors that are so popular.

\$10 each. And there is the 20 per cent deduction, also.

(Main Floor, Central)

### A Hand-Painted Candy Box for the Porch

will keep the candy fresh and tempting and add a decorative touch to the veranda. All sorts of gay and pretty boxes in blue, gray, pink or black are here, from \$1.25 to \$3 each.

And there's a 20 per cent deduction on these, too.

(Down Stairs Store, Chestnut)

### Delicious, Old-Fashioned Yellow Jack Squares, 80c a Pound

Blocks of soft, chewy yellow jack, each daintily wrapped in waxed paper—each block is a delicious treat. 80c a pound package.

If you've never tried the Wanamaker \$1.25 assortment of chocolates, there is something good in store for you. They are candies of superlative goodness—delectable creams, nuts, jellies and fruits with a sweet, rich chocolate covering. We make them fresh each day.

(Down Stairs Store, Chestnut)

### New American Dinner Sets of Real China

Many people don't know that dinner sets of real china are made in this country, but they are.

We shall show a new lot tomorrow.

They are sets of 107 pieces in a conventional border decoration, a panel effect with pink roses on a black ground. These are sets of excellent body and especially good for practical service.

They are obtainable here only in Philadelphia and the price is \$85, less 20 per cent.

We have others of the same family, but of a finer grade, with a black figure border design on a flat plain gold band—a copy of a fine French pattern. All have gold edges and coin gold handles. For sets of 107 pieces the price is \$125, less 20 per cent.

New cut glass and new colored glassware is coming in every day to keep the assortments adequate and gift seekers find the selections very attractive.

(Fourth Floor, Chestnut)

### Men Who Want First Choice in Bathing Suits

are buying them now, while stocks are complete and while the 20 per cent deduction holds.

Two-piece suits in navy, with red or white trimmings, sleeveless or quarter-sleeves, \$5.50 to \$8.

One-piece suits with skirts, \$6.50 and \$7.50.

And for the popular combination of flannel pants, white jersey and belt, the pants are \$3.75 and \$5.50, the jerseys \$3.50 and \$4.50 and the belts 50c.

(Main Floor, Market)

### All the Wash Suits the Boys Will Need

can be bought at a saving of one-fifth from the regular Wanamaker prices.

There has never been an opportunity to equal this at a similar time of year.

What it means to people who have boys to clothe for the coming summer they must know and understand without having to be told.

Subtract 20 per cent from every price here quoted:

Washable Norfolk suits for boys of 7 to 18 years, \$10 to \$20.

Palm Beach, cool cloths and some of pongee.

Washable trousers for lads of 6 to 8 years at \$2.25 to \$4.

Washable blouses for boys of 7 to 15 years, a large variety, including sports models, \$1.50 to \$2.25.

Other washable blouses, with or without collars, in 7 to 18 year sizes, \$1.50 to \$2.25.

(Second Floor, Central)

### Two Good Handkerchiefs—Both of Airplane Linen

are for men and for boys and are in the always-practical, plain hem-stitched style which never goes out of fashion.

50c each for men's handkerchiefs.

40c each for boys' handkerchiefs.

They are new shipments just in from Ireland, the handkerchiefs are snowy and fresh, and we'll mark them for you with ink or machine embroidery, at very little additional cost.

And there is the 20 per cent deduction, too.

(West Aisle)

### Any Man Can Choose Any Suit and Pay 20 Per Cent Less

In the Men's Clothing Store nothing is barred from the great movement.

It is any man's privilege to choose any suit in the stock at a deduction of 20 per cent from the regular price of it.

And it is his privilege to choose from a fresh, full and varied assortment right at the beginning of the season.

There is hardly a man who needs to be told what an advantageous thing this is, or who needs to be urged to share the advantage.

The choice of fancy mixed and blue serge suits is splendid, and they are real Wanamaker suits in every essential.

Prices are \$45 to \$80, less 20 per cent.

(Third Floor, Market)